

Walid Rahman Swapnil

Executive Director | Edupreneur

youknowwalid.us



As a Team Leader with extensive expertise in digital marketing, ed-tech, e-commerce, and brand management, I drive strategic growth and innovation across diverse industries. My leadership style focuses on leveraging cutting-edge technologies and market insights to deliver exceptional results, fostering a culture of excellence and adaptability within my teams.



Nikunja-2, Dhaka



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youknowwalid



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TECHNICAL SKILLS

Software Applications:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe XD
- CLO 3D
- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- Canva + Crello
- Figma
- Character Creator 3
- Marvelous Designer
- Meta Spark Studio
- Roblox Studio

Operating System:

- Windows 10/11



INDUSTRY KNOWLEDGE

- 360 SMM
- Meta Ads
- Google Ads
- Wordpress
- SEO
- Copywriting
- Content Creation
- NFT
- Art Direction
- AR/VR
- Media Buying



EDUCATION

Bachelor in Business Administration

- BRAC University | Major : Marketing

Diploma in 3D Animation & VFX

- Daffodil International Professional Training Institute

Higher Secondary Certificate

- Gurudayal Govt. College | Sciecn

Secondary School Certificate

- Kishoreganj Govt. Boys High School | Science



CERTIFICATES

Hubspot

- Fundamentals of Digital Marketing
- Google Ads
- Social Media Marketing | Inbound marketing

Google Skillshop/ Google Garage

- Fundamentals of Digital Marketing
- Google Ads

International Institute of Business Analysis

- Business Analysis for Busy Professionals

Project Management Institute (PMI)®

- Project Management Foundations
- Intelligent Automation for Project Managers
- Project Resource Management



ACHIEVEMENTS

Top Illusionist 2021 (Digital Art)

Berger Experience Zone - **Berger Paints Bangladesh Limited**



LANGUAGES

English : Full Professional Proficiency

WORK EXPERIENCE

Executive Director (Sep 2024 - Present)

De Jure Academy



Major Roles:

- Oversees and drives the overall business development strategy, focusing on expanding student enrollment and revenue generation through strategic partnerships and market penetration.

Creative Consultant (Dec 2023 - Present)

Nouvelle Vague Studio Inc. Canada (Remote)



Major Roles:

- maintaining accuracy and product knowledge, and collaborating with the creative team to develop strategic plans aligned with organizational goals.

Creative Director (Jan 2024 - June 2024)

Arani Advertising Ltd.



Major Roles:

- ensuring campaign accuracy and brand consistency, and collaborating with teams to craft strategic, impactful advertising aligned with client objectives.

Manager (Creative Lead), Digital Marketing (Feb 2023 - Jan 2024)

Restoreit AB – Soldfy (Europe) Hybrid



Major Roles:

- Manage and inspire a team of 10, collaborating with marketing and product teams to create impactful visuals while ensuring brand consistency across all digital platforms.

Project Manager (April 2021 - Feb 2023)

JBL Bangladsh – Edison Intl. Ltd. | Edison Group



Major Roles:

- Design and develop visual content and campaigns for eCommerce and social media, aligning with design briefs, budget constraints, and project schedules.

Creative Executive (April 2020 - Mar 2021)

Jadroo.com – Jadroo eCommerce. Ltd. | Jadroo Group



Major Roles:

- Responsibilities include managing social media strategy, creating content, and optimizing platforms to engage audiences and align with advertising goals

REFERENCE

Mahreen Mamoon

President- CIGSA

Purdue University College of Education, USA

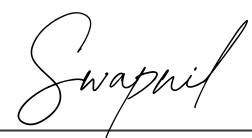
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Rezaul Karim Badhon

Senior Judicial Magistrate

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